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Coalition for Non-Violent Food Coordinator's Report

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ARI COALITION FOR NON-VIOLENT FOOD

COORDINATOR'S REPORT

AUTUMN 1995

FARM ANIMAL WELL-BEING: SETTING THE WHEELS OF CHANGE IN MOTION

Over the past year we've achieved important campaign objectives. More importantly, perhaps, we've been able to set in motion machinery which is beginning to reduce farm animal misery and reverse the terrible downward trends of past decades.

Our recent campaigns have helped push the largely ignored farm animal issue towards center stage, where it rightfully belongs. They have also brought about significant improvements for millions of animals after decades of ever worsening conditions.

In the 1980s our lab animal campaigns led to the scientific mainstreaming of alternatives. We now see opportunities to apply this proven formula to the suffering of more than seven billion animals raised for dinner.

CAMPAIGN ENDS FACE BRANDING

An opportunity to apply that formula appeared in late 1993 when the US Department of Agriculture proposed to expand their requirements for the face branding of cattle imported from Mexico. We launched a public awareness campaign to first stop the proposed expansion and to then abolish the entire program.

We placed full page ads in The New York Times, The Washington Post, The Washington Times and in animal advocacy publications. The resulting public outrage exceeded all expectations.

After the first New York Times ad appeared on March 15th, 1994 Secretary Espy's office acknowledged getting at least a thousand phone calls within two days. And they kept coming.

This outpouring of anger from the general public was clearly impressive. The USDA cancelled their proposed expansion of the Mexican face branding program. In fact, by September 1994, in a complete reversal, the USDA had generated a new proposal to eliminate the Mexican face branding program altogether.

The following month, we ran a second round of ads asking the public to provide written support for the new proposal to end the Mexican face branding program. This time, the response was even more overwhelming. By the end of the 60 day comment period the Federal Register reported that the USDA had received more than 12,000 written comments, not counting petitions. A sampling of the correspondence suggests that these writers represent a broad cross-section of the public. Clearly, the USDA got the same message.

BEYOND FACE BRANDING...

On Dec 16th, 1994 USDA officials signed a rule abolishing the requirement to face brand the million steers imported each year from Mexico. However, a smaller number of domestic cattle continued to be face branded as part of national disease control programs.

Following our discussions with decision makers at

ANIMAL RIGHTS INT'L (ARI): COALITION FOR NONVIOLENT FOOD, COALITION TO ABOLISH THE LD50 and DRAIZE TESTS
Box 214 - Planetarium Station - New York NY 10024

Coordinator: Henry Spira. Consultant: Peter Singer. Advisors: Roger A. Caras, Barbara S. Clapp, Maureen Cunnie, Mark Graham, John A. Hoyt, Paul G. Irwin, Sid and Helaine Lerner, Linda W. Petrie, Gus W. Thornton, D.V.M., Jeanne Waller, Palmer Wayne.

Science Advisor: Andrew N. Rowan, B.Sc., M.A., D.Phil. Legal Advisor: Elinor Molbegott, Esq.

In Memoriam: Leonard Rack, M.D., Founding Science Advisor.

THE COALITION COMPRISES INDIVIDUALS AND ORGANIZATIONS WITH MEMBERSHIP IN THE MILLIONS

the USDA, they proposed to end face branding of all domestic cattle. And on September 19th, 1995, the Federal Register published the Final Rule, effective in 30 days. This completely eliminates the face branding of all cattle. We see this as a historic reversal in a 50-year trend of ever greater farm animal suffering.

Building on this constructive dialogue, we expressed our thanks to the USDA with full page ads. And this has opened additional doors. There's the recognition that we are looking to work together to solve problems.

FARM ANIMAL WELL-BEING TASK FORCE LAUNCHED

The face branding campaign affected millions of animals. Our dialogue with the USDA offers opportunities to upgrade the lives of literally billions more. One of these opportunities is an internal USDA task force to address the well-being of farm animals across the board.

On September 8, 1995, then USDA Assistant Secretary for Marketing and Regulatory Programs Patricia Jensen held the first meeting of the USDA Interagency Animal Well-Being Task Force. The goal of the group is to develop voluntary guidelines to improve conditions for farm animals in all areas. We see this as reason for optimism!

As we noted earlier, the face branding campaign clearly struck a nerve with the American public. Public concern for farm animals has just been quantified by a survey done for us by the Opinion Research Corporation of Princeton, N.J.

90% OPPOSE TODAY'S FACTORY FARMS

Among the findings:

- ⇒ A huge 93% of US adults believe that farm animal pain and suffering should be reduced as much as possible, even though the animals are going to be slaughtered.
- ⇒ Nine out of ten adult Americans disapprove of current methods of raising food animals in spaces so confining that sows and calves are unable to even turn around and that laying hens are unable to stretch their wings.

- ⇒ More than eight out of ten people think the meat and egg industry should be held legally responsible for protecting farm animals from cruelty.
- ⇒ 58% of adult Americans feel that fast food restaurants and supermarkets, who profit by selling meat, should also be held legally responsible.
- ⇒ 91% think the USDA should be involved in protecting farm animals from cruelty.

LOOKING AHEAD

In approaching the USDA we were able to build on earlier campaigns, including our successful initiative to replace most of the shackling and hoisting of conscious animals with the much less traumatic upright restrainer systems. And our joint effort with Franklin Research & Development Corp which pressured McDonald's to require their suppliers to implement certain standards that take into account the most basic needs of farm animals.

- ⇒ We are currently urging other major companies that profit from animal agriculture to follow McDonald's initiative. Our recent survey should help provide the leverage to accomplish this goal and further encourage the USDA to respond to public concerns.
- ⇒ We continue to dialogue with USDA decision makers and are encouraging their emerging task force to launch an audit of farm animal practices to assess opportunities for improving conditions for billions of farm animals.
- ⇒ We recently spoke to the Board of the New York State Veterinary Medical Society (NYSVMS) on the responsibilities of veterinarians to upgrade the lives of farm animals. Current veterinary practices tend to accommodate industry's economic interests while ignoring the individual animal's physical and behavioral needs. And there was sufficient positive response and interest to follow up with an article in their publication. NYSVMS is encouraging their members to discuss these issues.

The USDA is listening! They're listening to the more than 12,000 of you who submitted comments demanding an end to the brutal face branding of Mexican cattle. Earlier

who's listening?

The USDA is listening! They're listening to the more than 12,000 of you who submitted written comments demanding an end to the brutal face branding of cattle imported from Mexico. Earlier this year, in response to your protests, the U.S. Department of Agriculture (USDA) scrapped a proposal to expand this face branding program. Now, supported by your overwhelming encouragement, the USDA has ended the face branding of Mexican cattle altogether.

While January 1995 saw an end to the face branding of Mexican cattle, smaller numbers of domestic cattle continue to be face branded as part of disease control programs. We are now working with the USDA for a speedy resolution of this problem.

Many of you also voiced strong concern about the well-being of other farm animals. Now, in a precedent-setting initiative, USDA officials, including Assistant Secretary Patricia Jensen,

THE USDA WANTS TO KNOW HOW YOU FEEL ABOUT THIS. TELL THEM. QUICKLY.

When we first publicized the cruel practice of face branding cattle imported from Mexico and the USDA's proposal to escalate it, our ads generated widespread public outrage. Now, in response to your protests, the USDA has abandoned plans to expand the face branding of Mexican cattle. And, in fact, they are proposing to end it altogether. But a proposal is only a proposal. To make it happen, we must speak out immediately! Each day of delay means another 2,700 steers will be branded, one blistering, mutilated face at a time.

Don't leave it for someone else to do! The USDA has given us until October 24th to comment on their proposal to end face branding. To ensure that the USDA acts and acts swiftly, public pressure must be overwhelming and immediate.

FACE BRANDING IS COMPLETELY UNNECESSARY!

In face branding, the terrorized steer is first trapped between bars. Then his head is immobilized with steel pincers painfully clamped on to his nostrils and pulled to one side. As the red hot branding iron is pressed into his face, the steer bellows, his eyes bulge and he disappears into a cloud of his own burning flesh.

Face-branding is not only barbaric—experts say it's simply unnecessary. For now, the USDA is proposing to move the brand from the face to a less sensitive area near the tail.

HERE'S WHAT TO DO

Your comments must be received before October 24, 1994. Tell the USDA that you support their proposal to get branding off the face. And that you expect the USDA to promote the fundamental well-being of farm animals across the board.

Send your comments to:

USDA, Room 864
Child, RAD, APHIS,
6505 Belcrest Road
Hyattsville, MD 20782
(refer to Docket #93-006-2)

Read this ad, as many as eight
well another



THIS IS WHAT
USDA POLICY
LOOKS LIKE.

CAN YOU IMAGINE
WHAT IT FEELS LIKE?

Or what it sounds like. Or smells like. Imagine a red-hot frying pan pressed against your cheek. —the searing pain, the heat and smoke of sizzling flesh. Even the melt down of your eye.

Face Branding Is Barbaric!

Hidden from the public, this organized atrocity is how the USDA currently identifies Mexican steers. Now the USDA proposes to expand this horror to all Mexican cattle in a pathetic gesture at monitoring tuberculosis.

In branding, the terrorized steer is first trapped between bars. Then his head is immobilized with steel pincers painfully clamped on to his nostrils and pulled to one side. If that's not enough the cowboy steps on the steer's face with his boot. As the red hot iron is pressed into his face, the steer bellows, his eyes bulge as he disappears into a cloud of his own burning flesh.

It's Completely Unnecessary!

There are far less painful ways of satisfying the USDA's desire to trace Mexican cattle. Experts say face-branding is not only barbaric but unnecessary. Far more humane alternatives have been suggested, including microchips, punching a distinctive symbol in the ear, notching the ear or branding near the edge of the hide on the rear.

In an age of DNA fingerprinting, why is the USDA using pre-historic brutality to identify cattle? Why is the USDA attempting to expand face branding when we should be outlawing such barbarisms? Is it just bureaucratic inertia, the convenience of doing things the way they've always been done at the USDA? Is it possible that Secretary Espy is not even aware of his organization's face branding program?

Stop The Face Branding Now!

Call Mike Espy today at (202) 720-3631,
fax him at (202) 720-2166, or write him at:

USDA, Room 208-A
12th & Jefferson Dr. S.W.,
Washington, DC 20250.

do it before one more calf has his face torched!

It was produced by the Committee for Non-Violent Food, a
of Animal Rights Int'l, Box 214, Placemaster St., New
Y 10024, Henry Spere, Coordinator.

torrified young steer slowly disappears into the
his own burning flesh. Trapped between metal
and is immobilized by metal pincers clamped on
and pulled to the side. He is now the mummy
red-hot iron. (AP Photo, February 1994)



It's a good thing
the USDA isn't in charge of childcare

of growing evidence about the
abusive farm animal rearing
the escalating threat to public
the CDC's estimate of up to
of food-borne illnesses a
DA refuses to raise its voice
is supposed to regulate, much
government acted for decades
therein.

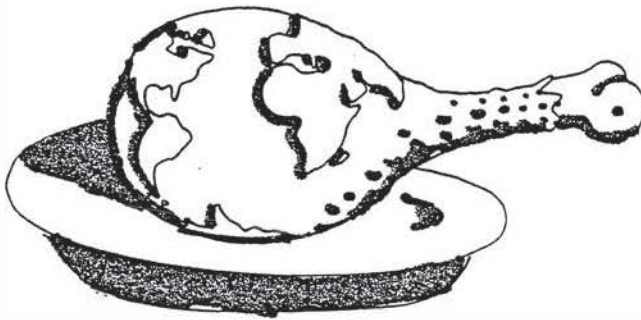
problems may indeed be
complex. But when it comes
harm of innocent cattle, there's
immediate appropriate action,
is wrong. It's unethical and
alternative. If we need any-
the USDA, let's try and
thing.

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There's a World of Misery in Every Mouthful of Meat



HERE'S A WORLD OF MISERY IN EVERY MOUTHFUL OF MEAT

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THERE'S A WORLD OF MISERY IN EVERY MOUTHFUL OF MEAT

The misery in meat is food for thought. The preferred meal of affluent societies is a proven killer linked to cancer, heart disease and diabetes.

It kills people in other ways too. The grain which fattens animals for our dinner tables is off times "appropriated" from the peoples of Third World countries; it enriches dictators while vast populations starve.

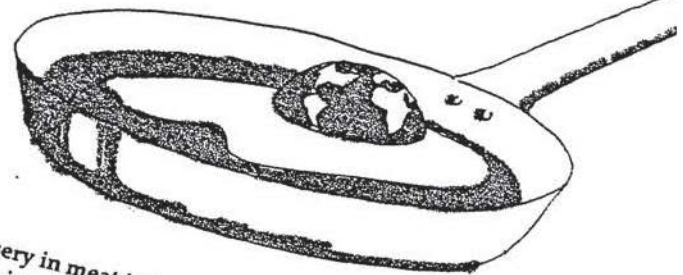
Meat production destroys the environment, squanders dwindling water reserves, pollutes our rivers and lakes with toxic animal wastes, and is causing the destruction of rain forests.

Greed for super-profits has relegated animals to the status of machine parts. Veal calves live out their entire lives in dark wooden crates, unable to turn around.

Egg-laying hens are confined to an area smaller than this page. Factory-farmed animals are so stressed that only a constant diet of drugs keeps them alive until slaughter.

Beyond satisfying our addiction, meat has no demonstrable benefits. It creates unending suffering for people, destroys the environment and inflicts horrendous pain on more than six billion animals consumed in this country each year.

Only you can do something about the misery in meat. Cut it out or cut it down. You'll be taking a bite out of misery.



The misery in meat is food for thought. The preferred meal of affluent societies is a proven killer linked to cancer, heart disease and diabetes. It kills people in other ways too. Thousands each year from poli, —a result of conditions in which ghetered. Tens of thousands of people are so stressed that only a constant diet of drugs keeps them alive until slaughter.

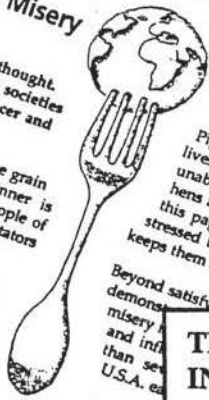
There's a World of Misery in Every Mouthful of Meat

The misery in meat is food for thought. The preferred meal of affluent societies is a proven killer linked to cancer and heart disease.

It kills people in other ways too. The grain which fattens animals for our dinner tables is routinely "appropriated" from the people of Third World countries; it enriches dictators while vast populations starve.

Meat production destroys the environment, squanders dwindling water reserves, pollutes our rivers and lakes with toxic animal wastes and causes the destruction of rainforests.

Greed for super-profits has relegated animals to the status of machine parts.



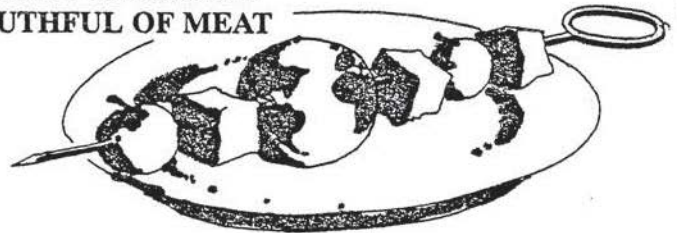
In Every Mouthful of Meat

Pigs and veal calves live out their entire lives in steel cages or dark wooden crates, unable to even turn around. Egg-laying hens are confined to a space smaller than this page. Factory-farmed animals are so stressed that only a constant diet of drugs keeps them alive until slaughter.

Beyond satisfying our addiction, meat has no demonstrable benefits. It creates unending suffering for people, destroys the environment and inflicts horrendous pain on more than six billion animals consumed in this country each year.

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THERE'S A WORLD OF MISERY IN EVERY MOUTHFUL OF MEAT



The misery in meat is food for thought. The preferred meal of affluent societies is a proven killer linked to cancer, heart disease and diabetes.

Meat hurts people in other ways too. Poultry processing, for example, is responsible for thousands of injuries to women each year. Perdue Chicken workers have described dangerously filthy and degrading conditions in which they are the routine victims of sexual harassment. Forced to cut up to 90 chickens per minute, many quickly become crippled and are then thrown out on the street without compensation, to fend for

Meat production destroys the environment, squanders dwindling water reserves, pollutes our rivers and lakes with toxic animal wastes, and is causing the destruction of rain forests.

Greed has relegated animals to the status of machine parts. Veal calves live out their entire lives in dark wooden crates, unable to turn around. Egg-laying hens are confined in space smaller than half this page. Factory-farmed animals are so stressed that only a

constant diet of drugs keeps them alive until slaughter. Beyond satisfying our addiction, meat has no demonstrable benefits. It creates unending suffering for people, destroys the environment and inflicts horrendous pain on more than six billion animals consumed in this country each year.

Only you can do something about the misery in meat. Cut it out or cut it down. You'll be taking a bite out of misery.

We are collaborating with an attorney to publish and disseminate a study on the legal status of farm animals, documenting that present USA laws are of no help to the cruel realities suffered by seven billion farm animals.

- ⇒ We are preparing aggressive ad campaigns which will use the findings of ARI's farm animal survey. As noted earlier, nine out of ten adult Americans reject raising animals in spaces so confining that sows and calves are unable to even turn around and that laying hens are unable to stretch their wings. We believe these practices are now viable candidates for change.
- ⇒ Based on our earlier positive experience with centers for alternatives to lab animals, we are discussing similar centers at major universities that would focus on food for the future as well as farm animal well-being.
- ⇒ While campaigning to reduce the pain and distress of farm animals, we are energetically promoting the vegetarian lifestyle through advertisements, articles and speaking opportunities. We encourage school and company cafeterias as well as fast food chains and supermarkets to offer more vegetarian options. We lobby youth oriented and mainstream media to tell the "meat is misery" story. And we urge environmental activists to promote non-violent food.

A PICTURE IS WORTH A THOUSAND WORDS!

But words alone are not enough. They cannot bring the grim realities of factory farming to the public. As The Economist cover story (August 19, 1995) observed, "What television did for the opponents of the Vietnam war the videocassette recorder has done

for the animal-rights movement." While there's no shortage of visuals of lab animal horrors, there's the need for photos, videos, and commercials documenting the suffering of the billions of farm animals. With that in mind, we are in discussions with photographers and film makers. As we discussed earlier, our face branding campaign was swift and totally successful because we obtained photos of the faces of the steers being torched. The public responded with shock and outrage. At this time, the movement's most urgent need is to document the entire factory farming nightmare. And have it shown in every community from San Diego up to Maine.

STRATEGY FOR THE NON-VIOLENT DINNER TABLE: REPLACEMENT, REDUCTION & REFINEMENT

Our ideal is a non-violent dinner table. Wouldn't we all rather stroll through apple orchards than stumble through slaughter-houses? We actively and urgently encourage the public to upgrade to a meatless diet for ethical reasons. But the reality is that eating habits tend to change slowly and so we also promote part-time vegetarianism by eating fewer animals. And as long as people continue to consider animals as edibles, we will relentlessly pressure industry and government to develop, promote and implement systems that reduce their suffering.

THANKS

Our coalition's success is the result of generous, ongoing contributions of time, expertise, and/or financial support from The American Society for the Prevention of Cruelty to Animals, the Bernice Barbour Fdn, The Helen V. Brach Fdn., Roger A. Caras, Barbara S. Clapp, Mark Graham, John A. Hoyt, The Humane Society of the United States, Paul G. Irwin, Sid and Helaine Lerner, The Massachusetts Society for the Prevention of Cruelty to Animals, Elinor Molbegott, the William and Charlotte Parks Fdn., Linda W. Petrie, Bernard E. Rollin, Andrew N. Rowan, Marilyn M. Simpson Trust, Peter Singer, the Summerlee Fdn., Gus W. Thornton, Jeanne Waller, Palmer Wayne, Joan Zacharias and others too numerous to mention.



Henry Spira